



cc: RSM
RBM
KLM

c/m: 4-17-95

DATE
AS INFO
Roger

Keith L. Myers
Division Sales Manager
Rochester #1624

190 Linden Oaks Drive
Suite B
Rochester, NY 14625
(716) 387-8085
(716) 387-8088- Fax

*Sent via E-Mail
April 17, 1995

**TO: RSMs & RBMs - Regions #1700, #2900, #1100,
#6700, #6800, #1600, #6300**

RE: 1995 Outdoor National Pro Motocross Championships

Ladies & Gentlemen:

I am pleased to announce the participation of R.J. Reynolds Tobacco Co. in the 1995 Outdoor National Pro Motocross Championships! Through negotiations with the Business Managers from the various Sales Areas, we have procured funding and become a name sponsor of this series. The uniqueness of this endeavor, as compared to other sporting sponsorships, is that it was initiated, sold and will be implemented solely by field sales personnel.

The Outdoor National Pro Motocross Championships cover 9 months and 10 states from Millville, Minnesota to Delmont, Pennsylvania. The races held Friday through Sunday routinely draw 150 of the world's best riders. The beauty of outdoor compared to indoor supercross events is that there are no sellouts! An average event draws crowds from 20,000 to 40,000 each day!

The elements of our participation include, but are not limited to the following:

- * Exclusive cigarette sales and promotion at the events.
- * Temporary and permanent POS/PDI to enhance and build our presence in and around events.
- * Reynolds' logos to be included in all major print advertisements surrounding the events.

51860 7377

This program came about because of the great success the Buffalo Region has enjoyed the last two years sponsoring the local events in this series. The sponsorship of this series allows local field sales people to be creative and build chain and local Co-Marketing as well as other programs.

We have retained Gerace Communications to handle the running and contracts with each individual track. Frank will be our contact and is eager to coordinate with our local field people to put together a program that you may want to run locally.

Gerace Communications
132 Cornwall Avenue
Utica, New York 13502
(315) 732-4363
Frank Gerace

If you have any questions or suggestions regarding this program please do not hesitate to give me a call.

Sincerely,

Keith Myers

K.L. Myers

Division Sales Manager/#1624

KLM:etb

**1995 AMA OUTDOOR NATIONALS
250/125cc PRO SERIES**

<i>Date</i>	<i>Location</i>	<i>RJR Region/Division</i>
May 28	High Point Raceway, Mt. Morris, PA	1700 Pittsburgh Region- 1732 S. Pittsburgh Division
June 18	Budds Creek Moto X Park, Budds Creek, MD	2900 Washington DC Region 2924 Washington Division
June 25	Motocross 338, Southwick, MA	1100 Boston Region- 1136 Springfield Division
July 2	Red Budd, Buchanan, MI	6700 Detroit Region- 6722 Grand Rapids Division
July 16	Kenworthy's Moto X Park, Troy, OH	6800 Cincinnati Region- 6830 Dayton Division
July 23	Unadilla Valley, New Berlin, NY	1600 Buffalo Region- 1622 Syracuse Division
July 30	Spring Creek Moto X Park, Millville, MN	6300 Minneapolis Region- 6326 Minneapolis Division
August 27	Broom-Tioga Binghamton, NY	1600 Buffalo Region- 1624 Rochester Division
September 3	Steel City Delmont, PA	1700 Pittsburgh Region- 1730 N. Pittsburgh